

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method for providing archived material comprising:
retrieving a first instance of archived material comprising a plurality of items, the plurality of items comprising at least one requested item ~~comprising text and at least one image~~ and at least one accompanying, non-requested item; and
determining that the at least one accompanying, non-requested item of the plurality of items is substitutable;
selecting a new item according to at least one rule, the at least one rule comprising selecting the new item based on a geographical location associated with a requestor of the archived material;
generating a second instance of archived material by replacing the at least one substitutable item in the first instance with the new item, wherein the replaced substitutable item comprises a portion less than all of the second instance.
2. (Original) The method of claim 1, further comprising charging a fee to a provider of the new item for replacing the at least one substitutable item with the new item.
3. (Original) The method of claim 1, further comprising rendering the second instance of archived material.
4. (Original) The method of claim 1, wherein the first instance is retrieved from a data store resident on a first computing device, and wherein the method further comprises transmitting the second instance to a second computing device communicatively coupled to the first computing device.
5. (Original) The method of claim 1, wherein the substitutable item comprises a substitutable advertisement and the new item comprises a current advertisement.
6. (Original) The method of claim 1, wherein the substitutable item has a first position on a page and a first size, the new item has a second position on the page and a second size and the first size is substantially identical to the second size and the first position is substantially identical to the second position.

7. (Original) The method of claim 1, wherein at least a particular one of the plurality of items is described by meta-data.
8. (Original) The method of claim 7, wherein the meta-data comprises geometric data which specifies the position of the item on a page.
9. (Original) The method of claim 7, wherein the meta-data comprises category data that specifies that the particular one of the items is either text, collateral content, or an image.
10. (Original) The method of claim 7, wherein the meta-data comprises temporal relevancy data which represents a date beyond which the item is substitutable.
11. (Original) The method of claim 7, wherein the meta-data comprises a link to information related to the item.
12. (Original) The method of claim 11, wherein the related information comprises at least one of: a document, a text item, an image item, a collateral content item, and a coupon.
13. (Original) The method of claim 7, wherein the meta-data comprises business information.
14. (Original) The method of claim 13, wherein the business information comprises at least one of item provider, item owner, item sponsor, and cost.
15. (Original) The method of claim 1, wherein determining that at least one of the plurality of items is substitutable is based on the at least one item being outdated.
16. (Currently Amended) A system for rendering archived material comprising:
 - a first data store which stores a plurality of instances of archived material, wherein at least one of the instances comprises a plurality of items comprising at least one requested item comprising text and at least one image and at least one accompanying, non-requested item;
 - a second data store which stores a plurality of rules comprising at least a first rule for replacing based on a geographical location of a requestor of the archived material, at least a

first one of the plurality of items with a second item, the first item comprising the at least one accompanying, non-requested item; and

a software module which creates a second instance of archived material based on the first instance by replacing the first item with the second item, wherein the second item comprises a portion which is less than all of the second instance.

17. (Original) The system of claim 16, wherein the first item comprises a first advertisement which is a substitutable advertisement, and wherein the second item comprises a second advertisement which is a current advertisement.

18. (Original) The system of claim 17, wherein the first advertisement is determined to be substitutable by comparing a date on which a request is received with an expiration date associated with the first advertisement, wherein said date on which said document request is received is later than said expiration date.

19. (Original) The system of claim 17, wherein the second advertisement is determined to be current by comparing a date on which a request is received with an expiration date associated with the second advertisement, wherein said system date predates said expiration date.

20. (Original) The system of claim 16, wherein the data store of instances of archived material is resident on a first computing device and wherein the system further comprises a module which transmits the second instance to a second computing device communicatively coupled to the first computing device via a communications network.

21. (Currently Amended) A computer-readable medium having stored thereon a data structure associated with an item, ~~the item comprising a portion of a document that appears on a page,~~ the data structure comprising:

a first data field of the item, the item comprising a portion that is less than all of a document that appears on a page, the first data field comprising category data of the item, the item comprising a non-requested item accompanying a requested item, wherein the category data describes a type of item, the type of item comprising one of: text, an image, and an advertisement;

a second data field comprising geometric data of the item, wherein the geometric data describes one of a physical location of the item within a page and the size of an item; and

a third data field comprising relevancy data, wherein the relevancy data comprises a geographical location associated with a requestor of the item.

22. (Original) The computer readable medium of claim 21, the data structure stored thereon further comprising:

a fourth data field comprising a link, wherein the link comprises a reference to information related to the item.

23. (Original) The computer readable medium of claim 22, the data structure stored thereon further comprising:

a fifth data field comprising business information, wherein the business information comprises at least one of a provider of the item, an owner of the item, a sponsor of the item, and a cost associated with the item.

24. (Currently Amended) A computer-readable medium including computer-executable instructions for performing steps comprising:

reading a node representative of a document to be displayed on a computer;

determining, based on the first node, that the document comprises a plurality of items, each of the items being represented by one of a plurality of second nodes; and

for each second node:

determining the geometric boundaries of the item represented by the node; and

placing a piece of content associated with the item within the geometric

boundaries of the item,

wherein a first one of the items has a geographical constraint associated therewith, and wherein the act of placing a piece of content associated with the first item comprises identifying a piece of content that meets the geographical constraint, wherein the first one of the items comprises a portion less than all of the document.

25. (Original) The computer-readable medium of claim 24, wherein said piece of content that meets the temporal constraint comprises a revenue-generating advertisement,

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wherein the advertisement's generation of revenue is dependent upon the time that the advertisement is either printed or included in an electronically-provided document.